

Linda Beher, MA

Generating real impact for nonprofits



Linda Beher, Consultant

Title: Consultant

Quote: “Telling a vivid organizational story starts with knowing the audience.”

Philosophy: Well-told stories are part of a marketing strategy that positions a non-profit to compete. Even the well-crafted grant proposal is an effective sales and marketing tool.

Previous Experience: Corporate and non-profit marketing. While serving in business she developed and led high-performance teams and crafted effective expense-reduction processes that went straight to the bottom line. As a marketer she served The Hartford, CNA Insurance, and Signature Group. In her tenure with United Methodist Committee on Relief, the international nonprofit providing humanitarian aid to 80 countries, she re-branded UMCOR so that expressions of the agency in public speech, print, fundraising, media, and other venues consistently reinforced organizational mission. In a leadership role for the Village for Families and Children she produced a strategic marketing plan for the 200-year-old institution and wrote and provided creative direction for collateral in a multi-million dollar fundraising campaign.

Current Accomplishments: Successful grant writing and rebranding for Conference of Churches; strategic plan messaging and packaging for The Governor’s Prevention Partnership.

Education and Civic Engagement: Linda holds an MA in religious studies from Hartford Seminary. A published poet and author, her most recent book is a study guide on Sudan for the United Methodist Church national schools of mission. Her current volunteer work includes membership on the Board of Outreach Ministries of Asylum Hill Congregational Church.

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